



International Rental Exhibition

A DEDICATED SHOW for the global rental industry
and compact construction equipment buyers

PRESS RELEASE

15 January 2020

Bookings 25% up for IRE rental exhibition

Exhibition space for the 5th International Rental Exhibition (IRE) is already 25% higher than the previous event in 2017, five months before the show opens on 9 June, 2020.

More than 60 companies – representing over 65 brands – have signed up for the exhibition, booking 25% more space than 2017. These suppliers will exhibit alongside the 105 companies at the adjoining APEX aerial platform show.

IRE will be held at the MECC exhibition venue in Maastricht, The Netherlands, on 9 to 11 June 2020. It will again be co-located with APEX, the European Rental Association (ERA) convention and the European Rental Awards dinner. IRE is officially supported by ERA.

The show is targeted at equipment rental companies, but the focus on compact construction machinery and on-site tools and equipment will broaden its appeal to other equipment buyers and users, such as contractors and building companies. There will be a particular focus at the show on the growing number of battery-powered products.

The full list of exhibitors can be found at www.ireshow.com

IRE is organised by BV Industrial Promotions International (I.P.I.) in association with International Rental News (IRN) magazine and KHL Group.

Tony Kenter, Managing Director of I.P.I., said; “With 25% more space already booked compared to 2017, rental companies and other equipment buyers will be able to see more equipment and services at IRE than ever before.

“The timing is also perfect for suppliers to showcase the many electric machines they are developing for customers. The show, which its traditional focus on compact machinery and equipment, will be a fantastic place to see many electric machines under one roof.”

Visitors will be free to move between IRE and APEX, which is the world’s largest dedicated access equipment show. The ERA convention will take place on 10 and 11 June and the European Rental Awards on the evening of 10 June.

The MECC exhibition centre in Maastricht is situated at the heart of Europe’s road and rail network and free shuttle busses will run regularly between MECC and Brussels and Dusseldorf international airports.

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If you would like to attend the event and require a press pass –
for IRE, APEX or the European Rental Awards – then please contact Murray Pollok.

Images and logos can be downloaded from the ‘Press area’ at www.ireshow.com